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PATENT  
Customer No. 020991

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants:

Finseth et al.

Serial No.: 09/532,755

Filed: March 22, 2000

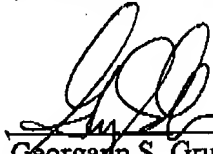
For: "Method and Apparatus for  
Transmission, Receipt and Display of  
Advertisements"

Group Art Unit: 2623

Examiner: James Sheleheda

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on this date: July 31, 2007

  
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Attorney for ApplicantsRESPONSE TO THE ADVISORY ACTION DATED JULY 13, 2007 ACCOMPANYING  
REQUEST FOR CONTINUED EXAMINATIONMail Stop RCE  
Commissioner for Patents  
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Sir:

The applicants have filed a request for continued examination in the above-referenced patent application. Prior to examination of the application on the merits, please enter the following amendments and consider the accompanying remarks.

Amendments to the claims begin on page 2 of this paper.

Remarks begin on page 14 of this paper.